



# Virginia Green Events

Profile:



## Light Up the Town Center Virginia Beach Town Center

November 28, 2009

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for **Green Events** and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

### Light Up the Town Center

The holiday season begins with a flourish at the Town Center of Virginia Beach. A festive parade starts the fun, escorting Santa from Constitution Drive along Main Street to the Town Center Plaza. Then he and the crowds will "Light Up the Town", illuminating a 30-foot tree, the office buildings and lots of holiday decorations throughout the square. Festive food vendors, face painters, caricature artists, music and excitement will reign as the holidays begin in Virginia Beach. Lighting up the Town at Fountain Plaza is only the beginning of the seasonal festivities in Town Center. Beginning immediately after the celebration is a full schedule of holiday music, laughter and – of course – regular appearances by a very popular gentleman in red. Shoppers and diners at Town Center will enjoy an additional menu of seasonal merriment on Friday, Saturday and Sunday evenings from 6:00 PM until 9:00 PM at various locations throughout Fountain Plaza. Choral ensembles, instrumental groups, holiday storytelling and Santa himself will be on hand as the holidays take over the city. The holiday event will step off with the parade at 5 pm.

**Green Statement:** "As leaders in our community, the Neptune Festival wants to lead by example when it comes to going green. Our mission is to provide entertainment and events that allow all to "Celebrate Our Community". This new effort will ensure we do so responsibly and through our example encourage individuals and households to do the same, helping to keep our community green."

**Virginia Green Activities.** When participating in the **Light Up the Town Center**, you can expect the following practices:

### CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
  - Recycles Aluminum Cans, Plastic Bottles, Glass Bottles, Paper, Cardboard
  - Composts food and other compostable items
- ☒ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.

- Disposable cups, containers, and cutlery made of bio-based materials, recyclable, recycled content and/or compostable.
  - ☑ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!
    - Use electronic registration, correspondence and forms
    - Print brochures and other printed items on recycled content paper
    - Purchase/use all paper products with high recycled content
  - ☑ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.
    - Choose a location/venue that shares a similar commitment to the environment
    - Venue has visible recycling containers, "Got Junk" will collect and recycle trash created by vendors and sponsors.
    - Contract for environmentally-friendly, portable restrooms
    - Encourage exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
    - Encourage the use of mass-transit and/or carpooling to the event.
    - Serve food items that are sustainable, organic or locally grown
    - Use non-bleached napkins or maintain supply of cloth napkins
    - Avoid boxed lunches
  - ☑ **Green Signage.** Event planners must commit to **tell their participants about *how green*** the event is. Event signage should include the *Virginia Green* logo and list all "green activities" practiced in the planning and operation of the event.
    - Post web-link to the Virginia Green Events webpage
    - Create a green event section on your event's webpage highlighting green activities
    - Post signs at registration which lists all of your green activities
    - Use the Virginia Green logo on signs and at recycling centers
    - Quantify greening efforts and post estimates of impacts reduced.
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For more information on the **Virginia Beach Neptune Festival**, see [www.neptunefestival.com](http://www.neptunefestival.com) or contact Leo Ortiz at [leo@neptunefestival.com](mailto:leo@neptunefestival.com) or **757-498-0215**.

For more information on **Virginia Green** program, see [www.deq.virginia.gov/p2/viriniagreen](http://www.deq.virginia.gov/p2/viriniagreen). Click on "Events" for a more of green events.



**Virginia Green** is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

